

You guys can take \$100K today... but ONLY  
MVA at \$1600 – NO CL

I want as much as you can give us – from WI, IL  
and IA.

A few quick questions:

1. What volume can we expect and how soon  
can we get this going?
2. Do you think you can get me 150-200  
MVA leads by 03/01?
3. Can you tell me how many other attorneys  
are getting leads in these state?

Jill Wellskopf  
Director, Marketing  
Hupy and Abraham s.c.  
(414) 223-4800  
111 E Kilbourn Avenue, Suite 1100  
Milwaukee, WI 53202

**From:** Mike Walker  
<[mike@quintessamarketing.com](mailto:mike@quintessamarketing.com)>  
**Sent:** Monday, February 1, 2021 3:43 PM  
**To:** Jill Wellskopf <[JWellskopf@hupy.com](mailto:JWellskopf@hupy.com)>  
**Cc:** Lauren Mingee  
<[lauren@quintessamarketing.com](mailto:lauren@quintessamarketing.com)>  
**Subject:** Re: FW: Email not working

Those IT people!....

Glad to hear you want more! What kind of  
monthly budget are you looking at? These are  
some big states and we feel 150 - 200 is not out of  
the question in leads. Would you want to fund 50K  
today and we start turning the valve?



Thank you,

Mike Walker

**Quintessa Marketing**

On Mon, Feb 1, 2021 at 2:25 PM Jill Wellskopf  
<[JWellskopf@hupy.com](mailto:JWellskopf@hupy.com)> wrote:

Mike-

The email is actually [referral@hupy.com](mailto:referral@hupy.com) NOT [referrals@hupy.com](mailto:referrals@hupy.com). Our Operations gave me the wrong email address. B

ut then, out IT dept. added THE “referrals” email as a redirect, so we HAVE been getting them.

I suspect, if you change this email you will stop getting the error messages.

I am so sorry.

ALSO-

I discussed the campaign with our owners this morning.

We want you to fully turn on the hose – give us all MVA you can - in all 3 states.

I am cleared to release a much larger budget.